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Georgia Southern University

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Learfield Appoints Jeff Ferguson General Manager For Georgia Southern Sports Properties

Sales veteran boasts nearly 30 years of industry experience



General | 2/8/2016 1:52:00 PM

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STATESBORO, Ga. – Sponsorship sales veteran [Jeff Ferguson](#) has been named general manager for Georgia Southern Sports Properties, a property of Learfield Sports and the exclusive multimedia rights holder for Georgia Southern University Athletics.

Ferguson, boasting nearly 30 years of industry experience, most recently served five years with Live Nation as director of sponsorship sales. Prior to that, he was senior associate general manager for ISP Sports overseeing sponsorship programs for UCF

Athletics and managing naming rights for its Bright House Networks Stadium. Ferguson also was president of Marketing Alliance Group, which later sold to Velocity Sports & Entertainment. He served 12 years as sales manager for Clear Channel Communications as well.

"We're excited about Jeff leading our team at Georgia Southern," said Learfield Sports Vice President Pat Fagan. "He comes to Learfield with outstanding experience and a dedicated knowledge of every aspect of our industry and its many touchpoints. We know he'll be a valuable asset as we continue leveraging the Eagles through multiple platforms."

Ferguson will manage all aspects of the extensive rights relationship between Learfield Sports and Georgia Southern Athletics, which includes signage, sponsorships, corporate hospitality, event marketing, play-by-play radio, television and radio coaches' shows, and digital opportunities via www.gseagles.com. Additionally, he will work alongside Director of Athletics [Tom Kleinlein](#) and the university athletic department to align initiatives in building the Eagles' brand on a local, regional and national scale.

Georgia Southern University is one of 120 collegiate properties represented by Learfield Sports. The company's rich history includes over four decades of developing trusted, long-term relationships with some of the most revered institutions and associations in the world of college sports. Learfield has prominence in all of the major conferences and titles the Learfield Sports Directors' Cup. It also offers its partners professional concessions and ticket sales; licensing and trademark consulting; digital platform expertise; and venue signage and technology systems through its owned companies. To learn more about its history, businesses and job opportunities, visit www.learfieldsports.com.

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